



## **NRD SAN FRANCISCO COMMAND PHILOSOPHY**

### **ACCOMPLISH THE MISSION**

Our mission is vital to the future of the Navy. Our work has a real, long term impact on the Fleet as well as the lives of our prospects, applicants, and Future Sailors. Recruit people who will make the Navy better, and whose lives will be improved by serving in the Navy.

### **FOCUS ON QUALITY**

The focus of our efforts should be on quality: quality of prospecting, quality of applicants, quality of training, and every bit as important, quality of life.

High quality work leads to a high quality of life, and vice versa. We have the ability to control our quality of life more so than any other duty station in the Navy, but allowing ourselves to do merely adequate work will cause us to lose that control. Do the best job you can, not the best job you have to.

The rewards will be plentiful, and the District and Navy will be better as a direct result of your efforts.

### **EARN TRUST**

Recruiting is ultimately about trust. Prospects and applicants trust us to guide them through the Recruiting process and determine whether the Navy is right for them. Future Sailors trust us to prepare them for careers in the Navy. Above all, we trust each other despite the distances between us. If we operate in a way that earns trust every day, those relationships will bind us together, and we will succeed. Be someone everyone around you can trust, and expect the same from those around you.



**R. G. STROMBERGER**

**Commanding Officer**

**Navy Recruiting District San Francisco**